

**ABSTRACT**

A method and apparatus are disclosed for automatically selecting an alternate item based on user behavior. The disclosed television programming recommender monitors user behavior and automatically selects an alternate program when the viewer does not sufficiently like the current program selection. Detected predefined negative behavior includes, for example, (i) auditory commands, (ii) gestural commands, (iii) facial expressions, or (iv) other predefined behavior suggesting that the viewer dislikes the program. A flexible mechanism is provided for providing an alternate program selection.

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